



FCC EEO Public File Report

For the period of August 1, 2007 through July 31, 2008

A Station may accumulate the relevant information for the past year (using the previous EEO Internal Job Vacany Summary Form) and place a completed EEO Public File Report in the public inspection file annually on the anniversary of the deadline for fillings its license renewal application. This report must also be placed on the station's web site.

Section A. Full-Time Vacancies Filled During The Past Year

	1. Job Title:	Account Executive	Date Filled:	10/3/07
	2. Job Title:	Account Executive	Date Filled:	11/19/07
	3. Job Title:	Receptionist/Administrative Assistant	Date Filled:	11/12/07
	4. Job Title:	Chief Engineer	Date Filled:	11/12/07
	5. Job Title:	Account Executive	Date Filled:	1/22/08
	6. Job Title:	Account Executive	Date Filled:	1/22/08
	7. Job Title:	Chief Engineer	Date Filled:	3/4/08
	8. Job Title:	Account Executive	Date Filled:	7/21/08

Section B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

	1. Job Title:	Account Executive	Date Filled:	10/3/07
	Source	Contact Person	Address	Telephone
			Telephone	Referred Person Hired?
	WI Broadcasters Assoc. Job Bank	Kristen Bergmann	44 E. Mifflin St., Ste 900, Madison WI 53703	800-236-1922
	Blackhawk Tech College	Chris - Career Center	P.O. Box 5009 Janesville, WI 53547	608-757-7713
	UW Madison School of Journalism	Erica Salkin	5134 Vilas Hall 821 University Ave., Madison, WI 53706	263-4858
	MATC Career Resources		3550 Anderson St. Madison, WI 53704	243-4271
	UW Madison School of Communication Arts	Kevin French	6177 Vilas Hall 821 University Ave. Madison, WI 53706	265-0048
	Equal Opportunity Center		210 Martin Luther King Jr. Blvd., Room 500 Madison, WI 53703	266-4910
	YWCA Job Placement		336 W. Lakeside Street Madison, WI 53715	255-3098
	Centro Hispano	Dora Silva	835 W. Badger Rd. Madison, WI 53713	255-3018
	United Refugee Service	Kathy Khamphouy	312 N. 3rd Street Madison, WI 53704	256-6400
	Urban League	Heather	151 East Gorham St. Madison, WI 53703	251-8550
	Station website	Dave Shelly	WBUW	
	tvjobs.com		website	
	WisconsinJobs.com			242-1990
	CareerBuilder	T. Jeff Dolan	website	773-527-5684
	Word of Mouth			Yes
	UW Madison Business Career Center Website			866-436-3533
	Spots-n-Dots		ads@spotsndots.com	
	2. Job Title:	Account Executive	Date Filled:	11/19/07
	Source	Contact Person	Address	Telephone
			Telephone	Referred Person Hired?
	WI Broadcasters Assoc. Job Bank	Kristen Bergmann	44 E. Mifflin St., Ste 900, Madison WI 53703	800-236-1922

Blackhawk Tech Collegle	Chris - Career Center	P.O. Box 5009 Janesville, WI 53547	608-757-7713	
UW Madison School of Journalism	Erica Salkin	5134 Vilas Hall 821 University Ave., Madison, WI 53706	263-4858	
MATC Career Resources		3550 Anderson St. Madison, WI 53704	243-4271	
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United Refugee Service	Kathy Khamphouy	312 N. 3rd Street Madison, WI 53704	256-6400	
Urban League	Heather	151 East Gorham St. Madison, WI 53703	251-8550	
Station website	Dave Shelly	WBUW		
tvjobs.com		website		
WisconsinJobs.com			242-1990	
CareerBuilder	T. Jeff Dolan	website	773-527-5684	
Word of Mouth				Yes
UW Madison Business Career Center Website			866-436-3533	
Spots-n-Dots		ads@spotsndots.com		
3. Job Title:	Receptionist/Administrative Assistant		Date Filled:	11/12/07
Source	Contact Person	Address	Telephone	Referred Person Hired?
WI Broadcasters Assoc. Job Bank	Kristen Bergmann	44 E. Mifflin St., Ste 900, Madison WI 53703	800-236-1922	
Blackhawk Tech Collegle	Chris - Career Center	P.O. Box 5009 Janesville, WI 53547	608-757-7713	
Equal Opportunity Center		210 Martin Luther King Jr. Blvd., Room 500 Madison, WI 53703	266-4910	
YWCA Job Placement		336 W. Lakeside Street Madison, WI 53715	255-3098	
Centro Hispano	Dora Silva	835 W. Badger Rd. Madison, WI 53713	255-3018	
Urban League	Heather	151 East Gorham St. Madison, WI 53703	251-8550	
ACME Job Line	Sandy Dunlavy			
Station Webside	Cory Udler			Yes
tvjobs.com		website		
UW Madison Business Career Center Website			866-436-3533	
4. Job Title:	Chief Engineer		Date Filled:	11/12/07
Source	Contact Person	Address	Telephone	Referred Person Hired?
WI Broadcasters Assoc. Job Bank	Kristen Bergmann	44 E. Mifflin St., Ste 900, Madison WI 53703	800-236-1922	
Blackhawk Tech Collegle	Chris - Career Center	P.O. Box 5009 Janesville, WI 53547	608-757-7713	
Equal Opportunity Center		210 Martin Luther King Jr. Blvd., Room 500 Madison, WI 53703	266-4910	
Centro Hispano	Dora Silva	835 W. Badger Rd. Madison, WI 53713	255-3018	
ACME Job Line Bulletin Board	Sandy Dunlavy	WBUW		

Station website	Cory Udler	WBUW		Yes
tvjobs.com		website		
Society of Broadcast Engineers		website		
5. Job Title:	Account Executive		Date Filled:	1/22/08
Source	Contact Person	Address	Telephone	Referred Person Hired?
WI Broadcasters Assoc. Job Bank	Kristen Bergmann	44 E. Mifflin St., Ste 900, Madison WI 53703	800-236-1922	
Blackhawk Tech College	Chris - Career Center	P.O. Box 5009 Janesville, WI 53547	608-757-7713	
UW Madison School of Journalism	Erica Salkin	5134 Vilas Hall 821 University Ave., Madison, WI 53706	263-4858	
MATC Career Resources		3550 Anderson St. Madison, WI 53704	243-4271	
Equal Opportunity Center		210 Martin Luther King Jr. Blvd., Room 500 Madison, WI 53703	266-4910	
YWCA Job Placement		336 W. Lakeside Street Madison, WI 53715	255-3098	
Centro Hispano	Dora Silva	835 W. Badger Rd. Madison, WI 53713	255-3018	
United Refugee Service	Kathy Khamphouy	312 N. 3rd Street Madison, WI 53704	256-6400	
Urban League	Heather	151 East Gorham St. Madison, WI 53703	251-8550	
Spots-n-Dots		ads@spotsndots.com		
tvjobs.com		website		
monster.com	Tami Utterback		800-899-7058 x5801	
UW Madison Business Career Center Website			866-436-3533	
Word of Mouth				
Station Website	Cory Udler			Yes
6. Job Title:	Account Executive		Date Filled:	1/22/08
Source	Contact Person	Address	Telephone	Referred Person Hired?
WI Broadcasters Assoc. Job Bank	Kristen Bergmann	44 E. Mifflin St., Ste 900, Madison WI 53703	800-236-1922	
Blackhawk Tech College	Chris - Career Center	P.O. Box 5009 Janesville, WI 53547	608-757-7713	
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Urban League	Heather	151 East Gorham St. Madison, WI 53703	251-8550	
Spots-n-Dots		ads@spotsndots.com		

tvjobs.com		website		
monster.com	Tami Utterback		800-899-7058 x5801	
UW Madison Business Career Center Website			866-436-3533	
Word of Mouth				
Station Website	Cory Udler			Yes
7. Job Title:	Chief Engineer		Date Filled:	3/4/08
Source	Contact Person	Address	Telephone	Referred Person Hired?
Blackhawk Tech Collegle	Chris - Career Center	P.O. Box 5009 Janesville, WI 53547	608-757-7713	
Equal Opportunity Center		210 Martin Luther King Jr. Blvd., Room 500 Madison, WI 53703	266-4910	
Centro Hispano	Dora Silva	835 W. Badger Rd. Madison, WI 53713	255-3018	
ACME Job Line Bulletin Board	Sandy Dunlavy	WBUW		
Station website	Cory Udler	WBUW		Yes
tvjobs.com		website		
Society of Broadcast Engineers		website		
UW Journalism	Erica Salkin	5134 Vilas Hall	263-4858	
MATC Career		3550 Anderson St.	243-4271	
UW Communiation		6177 Vilas Hall	265-0048	
YWCA		336 W. Lakeside Street	255-3098	
United Refugee	Kathy Khamphouy	312 N. 3rd St	256-6400	
Urban League	Heather	151 E. Gorham	251-8550	
WI Job Net		website	242-4880	
8. Job Title:	Account Executive		Date Filled:	7/21/08
Source	Contact Person	Address	Telephone	Referred Person Hired?
WI Broadcasters Assoc. Job Bank	Kristen Bergmann	44 E. Mifflin St., Ste 900, Madison WI 53703	800-236-1922	
Blackhawk Tech Collegle	Chris - Career Center	P.O. Box 5009 Janesville, WI 53547	608-757-7713	
UW Madison School of Journalism	Erica Salkin	5134 Vilas Hall 821 University Ave., Madison, WI 53706	263-4858	
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tvjobs.com				
WisconsinJobs.com			242-1990	
CareerBuilder	T. Jeff Dolan	website	773-527-5684	
Word of Mouth				Yes

Section C. Total Number of Persons Interviewed For All Full-Time Vacancies During The Past Year (this will be a raw number):

26

Section D. Total Number of Interviewees For All Full-Time Filled During The Past Year Recruitment Sources:

Referral Source	Contact Person	Address	Telephone	Number of Interviewees Referred
Word of Mouth				9
Careerbuilder.com				3
CW Website				8
UWBusiness Web-site				4
Internet				1
SBE Website				1

Section E. Outreach Activities

Activity Title: Winter Internship

Activity Date: Sept - Dec 2007

Description: Mallory Jaffe, a Junior at UW-Madison was a intern in the promotions department at WBUW. Her duties included assignment coordination, updating the community calendar, producing segments and helping to edit and shoot when needed.

Activity Title: Winter Internship

Activity Date: Sept - Dec 2007

Description: Sarah Peck, a Senior at Madion Media Institute was a intern in the promotions department at WBUW. Her main responsibilities included, updating the community calendar and website, coordinating assignments, producing and editing segments and to shoot when needed.

Activity Title: Herzing College Career Fair

Activity Date: 12/6/2007

Description: Our booth contained marketing materials targeted for prospective employees and interns. This event was marketed to media students using several forms of media. Marketing materials distribute at the Job Fair were employment and internship information, job descriptions and applications for employment. Our booth consisted of visual displays and was staffed by our Local Sales Manager who answered questions about our internship program, various job openings and getting started in the television industry.

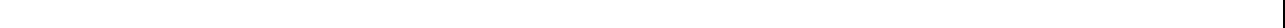
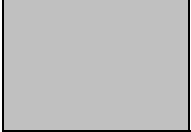
Activity Title:	Wisconsin Broadcasters 2008 Winter Conference
Activity Date:	1/23/2008
Description:	On January 23, 2008, WBUW 57 participated in Wisconsin Broadcasters 2008 Winter Conference Job Fair. Our booth contained marketing materials targeted for prospective employees and interns. This event was marketed to the general public using several forms of media. Marketing materials distributed at the Job Fair were employment and internship information, job descriptions and applications for employment. Our booth consisted of visual displays and was staffed by our Vice President/General Manager, National Sales Manager & Local Sales Manager who answered questions about our internship program, various job openings and getting started in the television industry.
Activity Title:	Hiring Smart for Broadcasters: Legal Issues in Hiring and Effective Strategie
Activity Date:	1/23/2008
Description:	WBUW was represented at the "Hiring Smart for Broadcasters: Legal Issues in Hiring and Effective Strategies to Promote Equal Employment Opportunity and Prevent Unlawful Discrimination" on January 23, 2008 at the Monona Terrace, Madison, WI.
Activity Title:	Spring Internship
Activity Date:	Feb - May 2008
Description:	Allison Schuelke is a Senior at UW-Madison. Allie was an intern in the promotions department where her duties included assignment editor, adding new content to the website, assist on shoots.
Activity Title:	Spring Internship
Activity Date:	Feb - May 2008
Description:	Chuck Byers is a student at Madison Media Institute and is an intern in the production department.
Activity Title:	Spring Internship
Activity Date:	Feb - July 2008
Description:	Kimberly Kalik is the spring intern for the sales department at WBUW. As a marketing intern Kimberly was heavily exposed to the sales process at a television station. Kimberly's duties included Research and create sales and promotional documents and presentations. Provide timely market information and research for the sales staff and their clients, Update and maintain sales documents, AE lists, Rate Cards. Create monthly sales newsletter, coordinate/manage promotional events for the station and/or clients.
Activity Title:	Wisconsin Broadcasters 2008 Summer Job/Career Fair
Activity Date:	18-Jun-08
Description:	On June 18, 2008, WBUW 57 participated in Wisconsin Broadcasters 2008 Summer Job/Career Fair at Sone Harbor Resort in Sturgeon Bay, WI. Our booth contained marketing materials targeted for prospective employees and interns. This event was marketed to the general public using several forms of media. Marketing materials distributed at the Job Fair were employment and internship information, job descriptions and applications for employment. Our booth consisted of visual displays and was staffed by our Local Sales Manager who answered questions about our internship program, various job openings and getting started in the television industry.
Activity Title:	Summer Internship
Activity Date:	June - Aug 2008
Description:	Nick Holsten is a UW-Oshkosh Junior and is an intern in the production department where he is responsible for working on syndication and episodial promos, shooting & editing.
Activity Title:	Summer Internship
Activity Date:	June - Aug 2008
Description:	Tiffany Yapp is student at UW-Oshkosh and is an intern in the promotions department where she is responsible for shoots, documenting, phone calls, setting up appointments & story ideas.



Activity Title:

Activity Date:

Description:



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